ABSTRACT

Method and system of detecting and analyzing the presence of a logo in one or more datastreams. In the method, at least one video datastream of an event is first received. Next, one or more regions of interest (ROIs) for the logo in one or more images comprising the at least one datastream are identified. The one or more ROIs are analyzed to detect if the logo is present in the ROI. If so, the detection of the presence of the logo is used in making either a broadcasting decision or an advertising decision.

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